

Model of Excellence

Company:	Business Model:
Eliyon Inc. Cambridge, Massachusetts www.eliyon.com	Subscription Supported: Pure Subscription

Overview of General Business Model Characteristics

The Subscription Supported: Pure Subscription business model, while it appears simple and straightforward, often proves much more difficult to execute. There is much more to it than simply making your content available on a password-protected basis via the Web. There are technological issues, such as fighting inappropriate use, password-sharing and mass downloading. There are also business challenges such as establishing and maintaining high perceived value, habituating users to the online product, and adapting the editorial process to an environment where real-time updating is an expectation.

Models of Excellence Benchmarks

Eliyon represents a revolutionary approach to commercial database publishing, because its directory product was created and is maintained on a 100% automated basis.

- The underlying compilation technology is truly groundbreaking
- The user interface is very intuitive
- The product takes full advantage of the power of structured, fielded searching that is enabled by the advanced parsing capabilities of its underlying technology, and uses this capability to differentiate itself from the big, general search engines
- The product recognizes the value of maintaining historical information, much of which “ages off” the Internet over time, at which point it becomes even more valuable
- The site offers limited, free use of its data for networking purposes, which offers potential subscribers proof of concept
- Key target market is corporate recruiters, who recognize the value it provides by organizing and fielding data, even though recruiters could (eventually) locate all this information on the open Web.

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